

Merit National Music and Fireworks Event

Prior to assessing the Merit 1985 National Program, we believe it necessary to restate the overall concept as initially described to us. The following lists our interpretation of suggested promotional elements.

To introduce the "Bring Back America's Cup" promotion, a major kick-off would be conducted involving:

- . New York City and Los Angeles major activities
- . 40 supplementary major markets nationwide
- . Summer evening festivities
- . World class bands at New York and Los Angeles (Beach Boys, Lionel Ritchie, Stevie Wonder, and American version of the Rolling Stones).
- . Local good bands with satellite hook-ups to NYC and LA so that other markets may share in the festivities.
- . As a fallback, only NYC and the LA would hold the major events while the other markets would be supported with print media.
- . Major fireworks at all locations.
- . 9:00 p.m. New York starts with fireworks
6:00 p.m. Los Angeles starts with simulcast
12:00 p.m. New York finishes
9:00 p.m. Los Angeles fireworks finish

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We believe the program objectives are:

- To create excitement throughout the country.
- To generate top of mind awareness of Merit and its nautical advertising campaign.
- To encourage consumer involvement via the redemption program.

Upon agreement to this program, its objectives and target market, we will proceed to assess its positive and negative aspects, propose alternative plans, and offer recommendations.

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